

## **CONSULTANCY TERMS OF REFERENCE (TOR)**

### **FOR PHOTOGRAPHY, LIVE BROADCAST AND VIDEO DEVELOPMENT FOR THE NATIONAL LEVEL COMPETITION AND AWARD CEREMONY OF THE SCHOOLS' AGROECOLOGY POEM WRITING COMPETITION 2025**

---

#### **1.0 Introduction**

Eastern and Southern Africa Small-Scale Farmers' Forum (ESAFF Uganda) is a small-scale farmers' organization working to amplify the voices of smallholder farmers, especially women and youth in policy processes at all levels. As part of its mandate to promote agroecology, food sovereignty, and the visibility of farmers' initiatives, ESAFF Uganda is organizing the National Level Competition and Award Ceremony of the 3rd Edition of the Schools' Agroecology Poem Writing Competition on 19th September, 2025, at Namugongo Kyoto, (Les Foyers de Charité) Kampala.

This annual competition has become a platform where learners transform their reflections on climate justice, food security, agroecology, and environmental stewardship into compelling verses that resonate not only within classrooms but also in communities and policy spaces. The 2025 edition, under the theme ***"Embracing Agroecology for Healthy Communities,"*** calls upon learners to interrogate the farming and food systems that shape livelihoods encouraging them to question chemical-dependent agriculture, land degradation, and exploitative trade practices while advocating for sustainable alternatives.

#### **2.0 Rationale and Justification for the Assignment**

The Schools' Agroecology Poem Writing Competition has steadily gained national recognition as a platform where young voices engage with critical issues such as climate change, food sovereignty, and sustainable agriculture. As the competition continues to grow in significance, its documentation and dissemination must match its impact. To ensure wider outreach, real-time participation, and professional documentation, ESAFF Uganda seeks to hire a professional media firm to provide high-quality videography, photography, and live broadcast services.

High-quality video, photography, and live broadcasting will:

- Provide permanent records of the event for ESAFF Uganda's archives and partners.
- Enable real-time digital engagement, reaching stakeholders unable to attend physically.
- Ensure visibility of learners' voices in national, regional, and international advocacy spaces.
- Support ESAFF Uganda's communication strategy by providing compelling visual content for social media, reports, and donor engagement.
- Highlight the role of learners as change-makers, thereby reinforcing ESAFF Uganda's mission of amplifying voices from the grassroots.

Without professional coverage, the significance of this unique platform risks being underrepresented in both documentation and public perception. Hence, a specialized firm with technical capacity and creative vision is essential.

#### **3.0 Objectives of the Assignment**

The overall objective is to professionally document and broadcast the 3rd National Schools' Agroecology Poem Writing Competition.

Specific objectives:

1. Provide comprehensive photography coverage, capturing key moments, performances, and guest appearances.
2. Provide videography services including full event coverage, highlight reels, and a documentary version.

#### **4.0 Scope of Work and Tasks**

##### **Pre-event preparations:**

- Attend a briefing session with ESAFF Uganda staff.
- Conduct technical site visits at Les Foyers de Charité, Namugongo Kyoto to test equipment, internet connectivity, and positioning.
- Develop a creative coverage and broadcast plan, including branding integration.

##### **During the event (19th September 2025):**

1. Provide videographers and photographers to document the proceedings and live coverage.
2. Set up a multi-camera live stream with overlays, titles, and branded visuals.
3. Capture key segments including remarks, presentations, learner performances, speeches by dignitaries, award presentations, audience interactions, and cultural interludes.
4. Live broadcast of the event on ESAFF Uganda TV (YouTube)

#### **5.0 Consultancy Competencies, Experience, and Skills Requirements**

The selected firm must demonstrate:

- Legal registration and tax compliance (Certificate of Incorporation/Registration, TIN).
- At least 6 years' experience in videography, photography, and live streaming of major events.
- Availability of professional-grade equipment (HD/4K cameras, drones, sound mixers, lighting, and live streaming gear).
- Evidence of completing at least five similar assignments.

#### **6.0 Reporting and Supervision**

The firm will report to the Program Manager, MEAL Officer for day-to-day coordination. Overall supervision and final approvals will be provided by the National Coordinator, ESAFF Uganda.

#### **7.0 Deliverables**

- Deliver a minimum of 500 high-resolution photographs (edited).
- Produce 8 short videos for quick sharing.
- Produce a 15-minute documentary version capturing the day's essence.
- Provide ESAFF Uganda with all raw footage and photo files

#### **8.0 Duration of the Assignment**

The assignment will run for a total of two weeks, covering pre-event planning, event-day coverage, and post-production.

#### **9.0 Application Procedure**

Interested firms should submit an Expression of Interest (Eoi) to [coordinator@esaffuganda.org](mailto:coordinator@esaffuganda.org) by 5:00 PM on 14th September 2025.